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NCDC receives farmer's market promotion grant

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Norwich Community Development Corp. (NCDC) has been selected by the USDA's Agricultural Marketing Service to receive federal funding for the Downtown Norwich Farmer's Market through the Farmer's Market Promotion Program (FMPP).

The \$36,365 award will help promote the Downtown Norwich Market, make it more accessible to people of limited means and promote the market locally and regionally.

According to market manager Miria Toth, "This grant is really a boon for the city. It will allow us to bring more people into the market and provide services such as cooking demonstrations, and classes for children. It allows for promotion of the market in newspapers and with print material. This grant will help us make the downtown market a huge success for the 2015 season."

NCDC is in its fourth year managing the Downtown Norwich Farmer's Market after the departure of Rose City Renaissance. This year the American Group has stepped up to partner with NCDC on market management. "The market is the perfect complement to what we do at the American Group," said CEO Michael Aliano. "Our newest addition Get Bent Yoga Studio is about bringing health and wellness to the city and what better way to start than with healthy eating. That is why we brought Yoga in the Park to the market this year."

"NCDC strives to do everything in our power to bring business to Norwich, and the Farmer's Market is a place where small local farms and crafters can do business in the city. It just makes sense," said NCDC president Robert Mills. "This grant will enable us to properly promote these small businesses in a way they couldn't do themselves."

Norwich was one of only two cities in Connecticut to receive funding in this round of awards and we are very grateful to the USDA for awarding it to us.

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